

Tourist profile. Historical data (2019 - 2025)

TENERIFE: First Quarter



How many are they and how much do they spend?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,533	1,362	1,672	1,923	1,969
Tourist arrivals ≥ 16 years old (EGT) (*)	1,342	1,219	1,477	1,693	1,728
- % tourists who book holiday package	49.0%	41.1%	40.8%	42.2%	42.6%
Children < 16 years old (FRONTUR - EGT) (*)	190	143	195	230	242
Expenditure per tourist (€)	993	1,242	1,397	1,490	1,517
- book holiday package	1,147	1,430	1,670	1,824	1,821
- holiday package	896	1,163	1,345	1,506	1,471
- others	251	267	325	318	350
- do not book holiday package	846	1,111	1,208	1,246	1,292
- flight	210	292	309	331	354
- accommodation	253	395	451	436	428
- others	383	423	449	479	510
Average lenght of stay	9.5	9.5	10.0	9.4	9.8
- Median	7.0	7.0	7.4	7.0	7.0
Average daily expenditure (€)	122.80	151.29	167.23	187.44	187.67
- Median	110.84	150.00	156.16	175.00	178.39
Average daily expenditure (without flight)	92.85	112.50	124.06	135.29	134.30
- Median	85.22	110.00	115.03	125.08	131.70
Average cost of the flight (€)	241.2	316.6	355.4	413.3	431.0
Total turnover (≥ 16 years old) (€m)	1,333	1,514	2,063	2,523	2,622
Turnover without flight (≥ 16 years old) (€m)	1,010	1,128	1,538	1,823	1,877

(*) Thousands of tourists

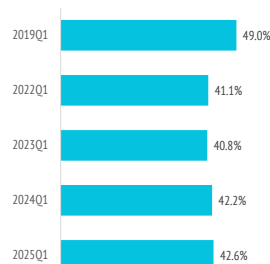
% Tourists whose spending has been greater than €0 in each item

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	79.3%	82.9%	80.4%	81.6%	81.2%
- Additional accommodation expenses	8.6%	7.6%	6.5%	7.5%	6.9%
Transport:					
- National/International Transport	93.8%	96.5%	93.6%	93.5%	94.0%
- Flights between islands	3.9%	4.4%	4.8%	4.6%	4.5%
- Taxi	43.3%	46.7%	47.8%	51.0%	48.6%
- Car rental	22.9%	37.1%	41.0%	35.1%	38.3%
- Public transport	8.0%	10.4%	12.3%	10.9%	14.0%
Food and drink:					
- Food purchases at supermarkets	53.1%	56.2%	57.6%	58.0%	56.7%
- Restaurants	64.2%	72.4%	77.1%	73.9%	77.9%
Leisure:					
- Organized excursions	16.9%	23.1%	27.1%	25.7%	26.4%
- Sport activities	3.1%	6.7%	9.3%	7.2%	7.0%
- Cultural activities	1.8%	2.2%	3.1%	2.4%	3.0%
- Museums	2.1%	3.2%	3.7%	2.8%	4.5%
- Theme Parks	7.1%	10.8%	15.8%	16.1%	15.9%
- Discos and pubs	8.9%	9.6%	13.2%	12.4%	13.0%
- Wellness	3.1%	5.1%	7.2%	6.3%	8.0%
Purchases of goods:					
- Souvenirs	43.0%	37.2%	39.1%	36.4%	41.4%
- Other expenses	0.7%	0.8%	0.5%	0.9%	1.0%
Other:					
- Medical or pharmaceutical expenses	6.1%	8.5%	7.6%	7.4%	6.7%
- Other expenses	4.8%	6.2%	5.8%	4.7%	4.7%

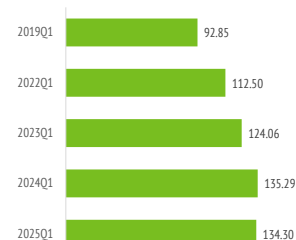
Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

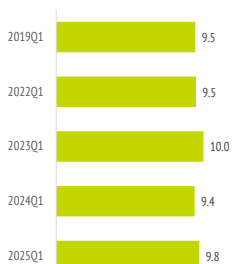
% tourists who book holiday package



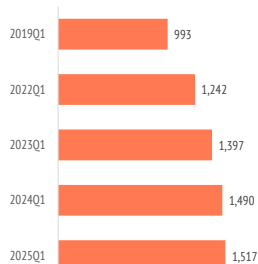
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



Average expenditure of tourists whose spending has been greater than €0 in each item

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Expenditure per tourist and trip (€)					
Accommodation:					
- Accommodation	728	793	859	957	865
- Additional accommodation expenses	517	639	753	772	749
- Additional accommodation expenses	211	154	106	185	116
Transport:					
- National/International Transport	497	674	697	780	843
- National/International Transport	257	328	380	442	459
- Flights between islands	62	80	73	91	123
- Taxi	63	96	91	88	96
- Car rental	87	143	127	137	137
- Public transport	29	27	26	23	29
Food and drink:					
- Food purchases at supermarkets	297	291	309	337	347
- Food purchases at supermarkets	123	99	103	109	112
- Restaurants	174	192	206	228	235
Leisure:					
- Organized excursions	514	479	507	546	603
- Organized excursions	86	88	93	90	95
- Sport activities	132	100	112	99	131
- Cultural activities	62	50	54	66	60
- Museums	24	24	28	29	40
- Theme Parks	61	61	67	71	80
- Discos and pubs	88	82	83	114	96
- Wellness	61	75	68	76	101
Purchases of goods:					
- Souvenirs	465	199	419	326	258
- Souvenirs	107	78	82	82	82
- Other expenses	358	122	338	244	177
Other:					
- Medical or pharmaceutical expenses	193	121	130	114	153
- Medical or pharmaceutical expenses	42	53	42	37	69
- Other expenses	151	68	89	78	84

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TENERIFE: First Quarter



What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	88.3%	89.8%	88.0%	90.5%	90.2%
Visiting family or friends	7.4%	8.1%	9.2%	7.4%	7.9%
Business and work	2.3%	1.0%	1.0%	0.8%	0.6%
Education and training	0.3%	0.1%	0.1%	0.1%	0.2%
Sports training	0.4%	0.5%	1.0%	0.5%	0.5%
Health or medical care	0.2%	0.3%	0.2%	0.2%	0.1%
Fairs and congresses	0.3%	0.1%	0.0%	0.1%	0.1%
Others	0.9%	0.2%	0.5%	0.4%	0.5%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	54.6%	50.3%	48.4%	47.6%	45.9%
Enjoy family time	11.6%	15.8%	16.8%	16.4%	15.8%
Have fun	11.0%	8.0%	8.3%	10.0%	8.3%
Explore the destination	19.0%	21.3%	21.6%	22.3%	25.8%
Practice their hobbies	1.8%	2.6%	3.2%	1.8%	1.7%
Other reasons	1.9%	2.0%	1.7%	1.9%	2.6%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	32.9%	11.6%	10.4%	8.4%
Canary Islands	--	17.6%	24.0%	23.6%	25.0%
Other destination	--	49.5%	64.4%	66.0%	66.7%
- Balearic Islands	--	3.3%	3.8%	4.7%	4.3%
- Rest of Spain	--	10.2%	11.0%	11.7%	12.7%
- Italy	--	7.4%	9.5%	8.3%	8.4%
- France	--	5.0%	6.2%	5.6%	5.8%
- Turkey	--	1.5%	2.7%	3.3%	2.6%
- Greece	--	6.1%	5.8%	7.4%	6.6%
- Portugal	--	3.3%	4.5%	4.5%	4.4%
- Croatia	--	2.6%	3.0%	2.3%	2.8%
- Egypt	--	0.3%	0.7%	1.1%	1.2%
- Tunisia	--	0.0%	0.2%	0.2%	0.2%
- Morocco	--	0.5%	0.6%	0.8%	1.0%
- Others	--	9.4%	16.5%	16.2%	16.7%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	37.0%	40.1%	34.7%	35.8%
Canary Islands (other island)	--	26.8%	26.4%	26.6%	25.9%
Other destination	--	36.2%	33.5%	38.7%	38.2%
- Balearic Islands	--	4.0%	3.3%	4.4%	3.8%
- Rest of Spain	--	7.7%	7.3%	8.5%	7.4%
- Italy	--	4.0%	3.4%	4.3%	4.3%
- France	--	1.3%	1.3%	1.9%	1.7%
- Turkey	--	2.2%	2.1%	2.3%	2.4%
- Greece	--	4.8%	3.6%	4.6%	4.1%
- Portugal	--	5.2%	5.1%	5.6%	6.5%
- Croatia	--	1.4%	1.2%	1.7%	1.4%
- Egypt	--	2.1%	3.0%	2.7%	3.3%
- Others	--	3.6%	3.3%	2.7%	3.2%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	80.5%	81.6%	79.9%	81.3%	79.8%
Safety	49.1%	48.4%	53.5%	51.2%	53.3%
Tranquility	43.5%	42.1%	43.1%	43.8%	44.9%
Landscapes	35.7%	38.9%	40.8%	37.7%	40.4%
Environment	34.7%	36.8%	38.4%	36.2%	39.1%
Sea	36.9%	41.8%	40.0%	41.9%	38.9%
European belonging	36.6%	39.3%	35.0%	38.2%	38.6%
Accommodation supply	38.1%	36.4%	38.9%	40.3%	38.5%
Effortless trip	33.0%	35.9%	35.2%	36.3%	36.2%
Price	37.4%	31.4%	34.3%	33.6%	36.1%
Beaches	26.9%	30.4%	28.0%	32.1%	28.7%
Gastronomy	23.5%	26.5%	29.1%	28.2%	26.2%
Authenticity	19.4%	21.1%	23.5%	21.2%	23.1%
Fun possibilities	21.1%	20.0%	22.9%	22.5%	19.9%
Hiking trail network	13.6%	14.0%	15.7%	13.6%	14.3%
Exoticism	12.3%	10.8%	12.1%	11.4%	11.2%
Culture	8.9%	8.6%	9.9%	9.6%	9.4%
Historical heritage	9.9%	7.5%	9.7%	9.2%	9.1%
Shopping	9.2%	7.2%	8.7%	9.7%	8.4%
Nightlife	9.5%	5.9%	8.9%	9.0%	7.4%

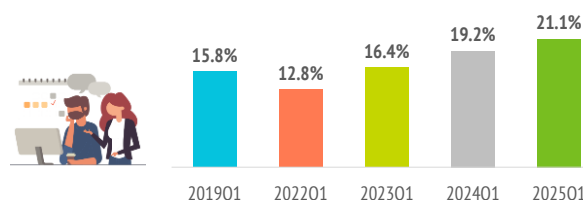
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	1.0%	0.6%	0.7%	0.7%	1.0%
Between 1 and 30 days	30.2%	33.2%	23.7%	24.5%	21.6%
Between 1 and 2 months	25.0%	28.7%	28.8%	24.7%	25.0%
Between 3 and 6 months	28.0%	24.7%	30.4%	31.0%	31.3%
More than 6 months	15.8%	12.8%	16.4%	19.2%	21.1%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



What channels did they use to get information about the trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	51.6%	52.0%	54.7%	53.1%	50.7%
Friends or relatives	28.9%	33.1%	33.6%	33.9%	31.7%
Internet or social media	51.6%	53.2%	51.9%	52.6%	51.3%
Mass Media	1.7%	1.8%	2.3%	2.1%	1.6%
Travel guides and magazines	7.3%	7.8%	7.7%	6.9%	7.6%
Travel Blogs or Forums	5.5%	8.3%	7.3%	6.4%	7.1%
Travel TV Channels	0.6%	0.7%	0.8%	1.2%	1.2%
Tour Operator or Travel Agency	17.7%	19.2%	18.4%	18.1%	17.7%
Public administrations or similar	0.7%	2.0%	0.7%	0.5%	0.6%
Others	2.7%	2.6%	2.8%	2.3%	3.5%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	52.2%	56.9%	56.2%	54.8%	56.1%
- Tour Operator or Travel Agency	47.8%	43.1%	43.8%	45.2%	43.9%
Accommodation					
- Directly with the accommodation	37.2%	41.8%	41.5%	40.9%	42.1%
- Tour Operator or Travel Agency	62.8%	58.2%	58.5%	59.1%	57.9%

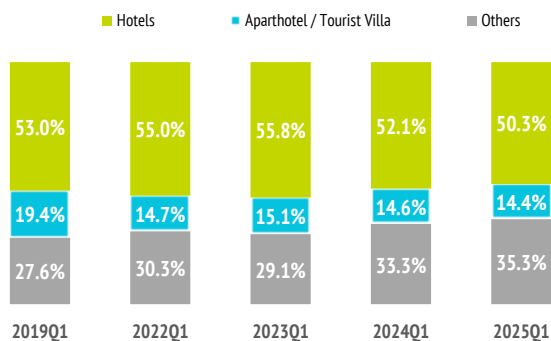
Where are they from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
United Kingdom	36.0%	35.1%	34.4%	35.1%	35.2%
Germany	13.2%	12.1%	13.6%	14.0%	13.8%
Spanish Mainland	11.7%	10.6%	11.5%	10.3%	9.0%
Italy	4.5%	5.0%	4.8%	5.5%	6.2%
France	3.7%	5.9%	5.4%	5.0%	5.3%
Belgium	3.7%	4.3%	3.6%	3.6%	3.7%
Ireland	2.2%	3.2%	2.7%	3.6%	3.4%
Netherlands	3.1%	4.1%	3.1%	3.1%	3.4%
Poland	2.4%	2.4%	2.4%	1.6%	3.3%
Denmark	2.4%	2.5%	2.8%	2.2%	2.1%
Others	17.0%	14.6%	15.8%	16.1%	14.6%

Where do they stay?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	10.0%	9.3%	9.5%	8.0%	10.2%
4* Hotel	33.5%	36.2%	34.8%	34.5%	31.7%
5* Hotel / 5* Luxury Hotel	9.5%	9.5%	11.5%	9.7%	8.5%
Aparthotel / Tourist Villa	19.4%	14.7%	15.1%	14.6%	14.4%
House/room rented in a private dwelling	9.1%	11.5%	8.4%	19.3%	20.5%
Private accommodation (1)	10.9%	10.8%	12.4%	8.6%	10.5%
Others (Cottage, cruise, camping,...)	7.6%	8.0%	8.3%	5.4%	4.3%

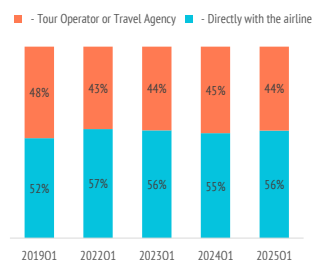
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



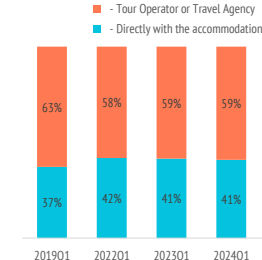
What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	32.0%	33.7%	33.2%	35.1%	41.8%
Bed and Breakfast	16.7%	17.5%	18.0%	19.0%	17.2%
Half board	23.9%	21.5%	23.4%	20.9%	18.2%
Full board	3.5%	2.8%	4.1%	3.1%	2.6%
All inclusive	23.9%	24.6%	21.4%	21.9%	20.3%

Flight

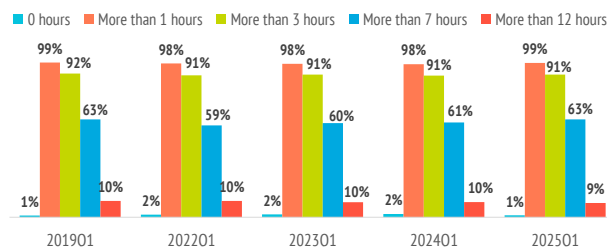


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	1.1%	1.6%	1.8%	2.1%	1.2%
1 - 2 hours	7.0%	7.6%	6.9%	7.3%	7.5%
3 - 6 hours	29.4%	32.1%	31.1%	30.0%	28.6%
7 - 12 hours	52.1%	48.3%	50.6%	50.9%	53.5%
More than 12 hours	10.4%	10.4%	9.6%	9.7%	9.1%
Outdoor time per day	8.1	7.8	7.8	7.9	8.0



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	73.6%	80.6%	80.5%	78.7%	81.0%
Beach	52.8%	63.9%	62.0%	63.8%	59.0%
Explore the island on their own	45.6%	51.5%	52.4%	52.3%	53.9%
Swimming pool, hotel facilities	48.6%	54.4%	54.2%	56.4%	51.1%
Taste Canarian gastronomy	25.3%	30.7%	31.4%	29.7%	32.0%
Hiking	--	24.6%	24.1%	22.2%	25.2%
Theme parks	14.7%	14.8%	16.8%	19.2%	17.1%
Nightlife / concerts / shows	17.3%	12.0%	17.5%	17.6%	16.0%
Organized excursions	14.8%	15.9%	18.0%	14.9%	14.5%
Sea excursions / whale watching	9.0%	11.8%	12.0%	11.2%	11.7%
Wineries / markets / popular festivals	10.9%	6.8%	12.2%	10.0%	10.7%
Other Nature Activities	--	8.6%	10.3%	9.2%	9.8%
Museums / exhibitions	7.0%	6.8%	7.3%	6.7%	8.2%
Beauty and health treatments	4.7%	5.3%	7.3%	6.4%	6.7%
Swim	--	14.4%	6.4%	7.7%	6.3%
Running	--	6.2%	6.0%	6.6%	5.4%
Astronomical observation	4.0%	3.4%	4.5%	4.1%	4.7%
Practice other sports	--	4.4%	5.9%	4.4%	3.7%
Golf	--	2.2%	3.7%	3.3%	2.9%
Surf	--	2.8%	2.2%	2.5%	2.1%
Scuba Diving	--	2.0%	2.1%	2.5%	1.8%
Cycling / Mountain bike	--	2.4%	2.3%	2.3%	1.5%
Windsurf / Kitesurf	--	1.2%	0.8%	0.6%	0.7%

* Multi-choise question

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What places do they visit?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Teide National Park	36.2%	38.9%	40.9%	35.0%	36.9%
La Laguna	29.9%	33.2%	39.4%	31.8%	32.2%
Los Gigantes Cliffs	19.1%	23.4%	26.3%	19.5%	20.3%
La Orotava	14.4%	19.4%	20.2%	15.6%	17.1%
Anaga rural park	14.6%	20.5%	20.9%	14.7%	16.0%
Garachico	15.7%	18.3%	21.0%	14.4%	15.5%
Santa Cruz	10.7%	14.5%	14.7%	12.8%	14.8%
Icod de los Vinos	14.1%	13.4%	15.6%	12.5%	13.7%
Barranco de Masca	11.5%	13.1%	12.7%	11.1%	12.4%
Teno / Buenavista	7.5%	8.8%	7.6%	7.1%	7.2%
Barranco del Infierno	4.0%	3.4%	4.0%	2.9%	2.6%

¿Cuántos son fieles al destino?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Tenerife: Repeat tourists	66.0%	65.6%	68.1%	67.3%	69.0%
Tenerife: At least 10 previous visits	9.8%	11.2%	11.3%	10.8%	11.6%
Canary Islands: Repeat tourists	71.8%	70.6%	73.7%	73.4%	73.5%
Canary Islands: At least 10 previous visits	18.5%	19.9%	20.0%	19.5%	21.6%

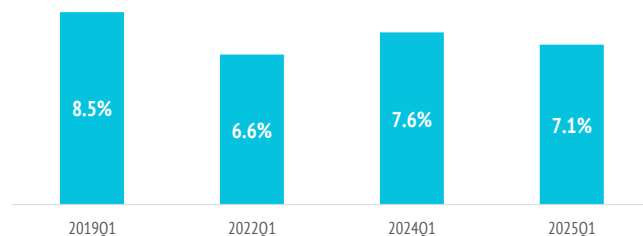
Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	47.3%	44.6%	46.1%	48.5%	47.4%
Women	52.7%	55.4%	53.9%	51.5%	52.6%
Age					
Average age	47.88	46.93	47.84	47.29	48.76
Standard deviation	15.9	15.8	16.8	16.5	16.9
Age range					
16 - 24 years old	6.3%	7.4%	9.6%	8.4%	7.5%
25 - 30 years old	12.2%	11.2%	10.0%	9.9%	10.5%
31 - 45 years old	26.6%	31.3%	26.8%	32.0%	29.3%
46 - 60 years old	29.6%	25.6%	26.5%	23.7%	21.5%
Over 60 years old	25.3%	24.5%	27.1%	26.0%	31.3%
Occupation					
Salaried worker	47.5%	54.3%	49.4%	50.0%	48.5%
Self-employed	12.0%	12.2%	10.8%	12.6%	12.5%
Unemployed	1.8%	1.4%	0.9%	0.9%	1.0%
Business owner	10.3%	9.0%	8.7%	8.8%	8.0%
Student	2.8%	3.1%	4.8%	4.8%	3.5%
Retired	24.2%	18.3%	23.9%	21.9%	25.1%
Unpaid domestic work	0.6%	0.7%	0.4%	0.4%	0.7%
Others	0.8%	1.0%	0.9%	0.7%	0.8%
Annual household income level					
Less than €25,000	20.3%	13.7%	13.7%	11.0%	13.6%
€25,000 - €49,999	41.2%	34.3%	34.9%	32.8%	33.1%
€50,000 - €74,999	20.1%	26.4%	22.0%	26.4%	25.1%
More than €74,999	18.4%	25.6%	29.5%	29.9%	28.2%
Education level					
No studies	4.9%	2.9%	3.2%	4.0%	4.1%
Primary education	2.9%	1.2%	2.0%	1.3%	1.6%
Secondary education	26.5%	18.1%	17.5%	19.0%	19.9%
Higher education	65.8%	77.7%	77.2%	75.8%	74.4%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	91.5%	93.4%	92.3%	92.4%	92.9%
Two islands	7.4%	5.4%	6.8%	6.7%	6.2%
Three or more islands	1.1%	1.2%	0.9%	0.9%	0.8%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.62	8.84	8.82	8.74	8.71

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	2.1%	2.8%	2.2%	2.8%	3.1%
Lived up to expectations	54.9%	51.9%	52.5%	54.0%	56.2%
Better or much better than expected	43.0%	45.4%	45.3%	43.2%	40.8%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.79	8.90	8.91	8.83	8.77
Recommend visiting the Canary Islands	8.95	9.12	9.11	8.98	8.97

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	11.9%	8.7%	9.2%	8.5%	8.6%
Only with partner	53.4%	50.4%	48.7%	48.7%	50.3%
Only with children (< 13 years old)	4.1%	4.9%	3.0%	4.5%	3.5%
Partner + children (< 13 years old)	3.6%	6.4%	6.2%	6.5%	6.7%
Other relatives	6.7%	9.2%	9.4%	9.3%	9.3%
Friends	8.4%	7.9%	8.3%	8.5%	7.7%
Work colleagues	0.6%	0.5%	0.2%	0.4%	0.3%
Organized trip	0.4%	0.4%	0.1%	0.3%	0.4%
Other combinations (2)	10.9%	11.7%	14.7%	13.3%	13.0%

(2) Combination of some of the groups previously analyzed

Tourists with children	11.2%	15.7%	15.1%	17.2%	15.0%
- Between 0 and 2 years old	2.6%	1.3%	1.2%	1.6%	1.5%
- Between 3 and 12 years old	7.1%	13.6%	12.9%	14.5%	12.7%
- Between 0 -2 and 3-12 years old	1.5%	0.8%	1.0%	1.1%	0.8%
Tourists without children	88.8%	84.3%	84.9%	82.8%	85.0%
Group composition:					
- 1 person	18.0%	10.8%	11.5%	10.9%	10.3%
- 2 people	59.4%	59.0%	57.3%	55.6%	57.8%
- 3 people	8.5%	11.1%	11.2%	11.0%	12.0%
- 4 or 5 people	11.2%	15.6%	15.7%	17.5%	15.5%
- 6 or more people	2.9%	3.5%	4.3%	5.1%	4.4%
Average group size:	2.30	2.54	2.60	2.70	2.63

*People who share the main expenses of the trip

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.